

# Albuquerque International Sunport

ISSUE NO. 6

## on course

SPRING  
2000

S O A R I N G T O N E W H E I G H T S

### IN EACH ISSUE



**RECOGNIZING**  
*Southwest Airlines celebrates 20 years here. Story on page 7.*



**MUST SEE**  
*50,000 bowlers descend on ABQ. Page 4.*



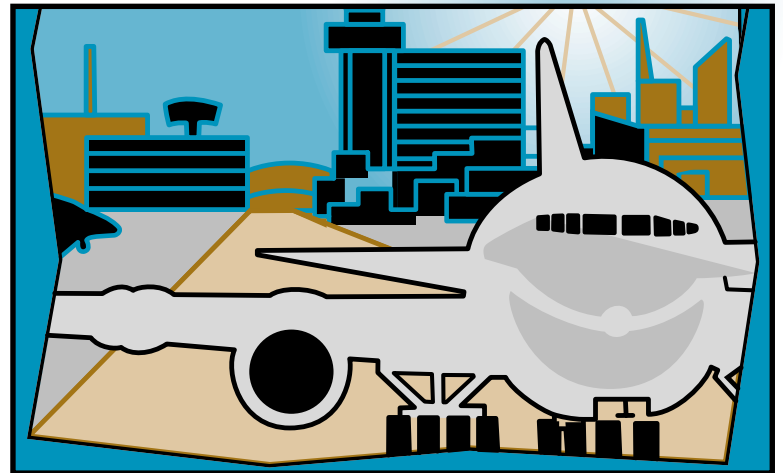
**SPOTLIGHT**  
*Air freight capacity is growing fast. Page 3.*



**NEWS**  
*Sunport vital to ABQ's economic growth. Cover.*

SUNPORT PLAYS KEY ROLE IN

## ECONOMIC GROWTH



MOST COMPANIES  
LOOK AT AIR SERVICE  
WHEN DECIDING ON  
WHERE TO LOCATE  
OR EXPAND THEIR  
BUSINESSES IN  
NEW MEXICO

### CITY WORKS ON SECURING MORE DIRECT FLIGHTS

The Albuquerque International Sunport is vital to economic development in Albuquerque and the rest of New Mexico, says Albuquerque Mayor Jim Baca.

"Without this airport and the relatively frequent air service we enjoy, we wouldn't have a chance of attracting new business, much less the high-paying jobs that companies like Intel bring to the region," Baca says. "Tourism – one of the most important industries for the northern part of the state – relies on the Sunport for much of its trade, especially on the higher end."

Most companies look at air service when deciding on where to locate or expand their businesses in New Mexico. "That's part of the game today – companies want to know how much time their executives will be in transit," the mayor says. "Many companies look at the availability of air cargo services so they can receive needed parts or ship product in the 24-hour world economy. Timely and secure air freight is an absolute for our high-tech companies, especially biomedical and biotech firms."

*Continued on page 6*



AIR FREIGHT  
COMPANIES INCREASE CAPACITY

AIR CARGO CENTER  
3720 SPIRIT DRIVE

ABQ's airfreight market is busy and growing fast  
See story on page 3.

# PANEL PLANS NOISE MONITORING AT SUNPORT

## Deciding what noise-monitoring equipment should be installed — and where — is the first job of the Sunport's Noise Committee.

The nine-member panel represents area residents as well as airlines, the Federal Aviation Administration, Kirtland Air Force Base, Fixed Based Operators and the mayor's office. The committee is chaired by John Word, who also heads the Airport Advisory Board.

Beginning in March, members met with consultants Robert Waddell, who is conducting a flight path study, and Vince Mestre, a recognized noise-monitoring expert, to develop specifications for permanent noise-monitoring equipment near the airport.

The proposed system would consist of nine permanent monitors, which would continually measure noise levels and provide regular reports to a central computer system. There would also be a portable monitor that could be moved among sites.

The monitors — which are 20-foot poles with microphones attached to the top — would be placed at public sites near the airport, such as schools.

Committee members are already working on choosing sites, and hope to have a contractor selected by this fall. The full system could be up and running as early as next spring.

"We've gathered a committee that represents everyone involved," says Mayor Jim Baca, who supports more stringent noise monitoring. "I'm confident the decisions emerging from this group will be the best for Albuquerque as a whole."

*For more information on the Sunport Noise Committee, please contact Maggie Santiago, Sunport Public Information Officer, at 244-7780.*

## Based on the information they've gathered, the committee will develop an equipment proposal to be reviewed by City Council.



# AVIATION DEPARTMENT CHARTS PATH FOR THE FUTURE

The Sunport is a unique institution. On one hand, it's an integral part of city government — representing Albuquerque to the thousands of passengers who pass through here each year. On the other, it's a business operation, offering goods and services to tourists and locals alike.

"Our goal is to be best in class — to run the Sunport as well as any business could," says Aviation Director Jay Czar. That's why he and Aviation staff recently conducted a strategic planning process to develop a vision and identify priorities for the Sunport.

Employees across the department were assigned to value teams that focused on customer and community relations, employee well-being and performance, and financial and operational excellence. "Everyone had input in the planning process," says CFO Dewey Cave. "The groups brought a variety of people together — from custodial workers to airport police."

"It opens doors for employee voices and opinions," agrees Communication Center Operator Shirley Berg. "This means that the changes we make will be long-lasting."

In the Customer and Community value team, for example, employees decided to set up work areas for laptop computers in the terminal. The Employee Well-Being and Performance team gathered welcome packages for new employees, while the financial group developed more thorough reporting methods.

"Through this process, we're finding new ways to exceed our visitors' expectations, as well as create a positive work environment at the Sunport," says Czar.

## VISION STATEMENT

*The Albuquerque International Sunport is a leading center for worldwide transportation that advances local, regional and international commerce and creates an authentic Southwestern travel experience.*



## Air freight companies increase capacity

**A**lbuquerque's air freight market may not be as bustling as that of Phoenix or Denver —but there's still enough cargo to keep several companies busy.

Some 135 million pounds of cargo crossed through Albuquerque's freight center in 1999, according to airport statistics. That was handled by companies as large as Federal Express and as localized as Parcel Delivery of Albuquerque.

Albuquerque is an unusually competitive freight market, largely because there's more cargo coming in than out, according to Frank Faris, general manager of BAX Global. "I'd estimate the city receives twice as much freight as we ship out, because there's not a large manufacturing base here."

However, the fact that more high-tech companies are coming to New Mexico could help close that gap, says Alan Wilson, gateway manager at United Parcel Service. "We also expect growth through the rise of the Internet and e-commerce — UPS is getting in on the bottom floor of that."

The company has experienced growth in its airport operation, recently adding a larger plane inbound and outbound. "We still average five flights a day, but the larger aircraft gives us more flexibility."

Federal Express' airport operation has also seen some growth in recent years, says Ron Gross, Federal Express ramp operations manager. Although the number of Fed Ex flights has remained stable, the company recently replaced two 727s with an A-300 Airbus for increased capacity.

Steve Borden, district field services manager of Airborne Express, says his company maintains one arrival and departure daily — with smaller flights to Gallup, Durango, Farmington and Santa Fe.

BAX Global differs from its competitors in that it's a "global freight integrator" — forwarding freight on commercial airlines. The company specializes in large, heavy cargo, such as crates containing artwork or high-tech medical supplies. "No two shipments are exactly alike, so it takes a lot of creativity," says Faris.

BAX Global has consistently met its goals for growth, he says. The Internet has been helpful not only in generating orders to and from Albuquerque, but also in "reaching customers who may not know we're out there."

Freight isn't the easiest business, but there are rewards to the job, he says. "I like the excitement of something new every day —new shipments and transportation needs, new ways to serve customers."

135 MILLION

POUNDS OF

CARGO

CROSSED

THROUGH

ABQ'S

FREIGHT

CENTER

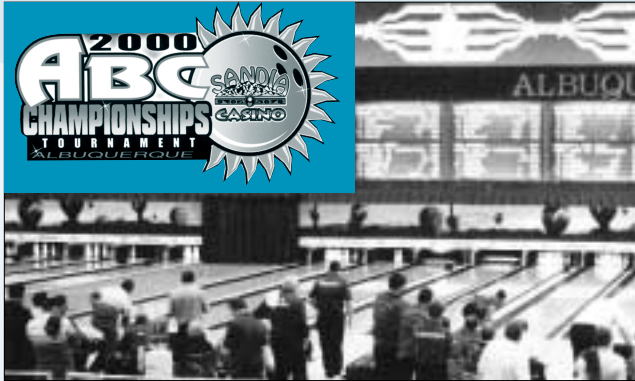
IN 1999







## BOWLING TOURNAMENT BOOSTS TOURISM



*A 60 lane bowling alley was built to handle the 123 days of competition.*

Armenta of the Albuquerque Convention and Visitors Bureau. "We're working closely with the Sunport to make sure they're prepared for the passenger load and heavier freight."

But the tournament's well worth the weight, Armenta says. Most of the bowlers — who largely hail from Midwestern cities such as Chicago, Milwaukee and Detroit — are staying in Albuquerque for several days. Tournament participants alone will contribute \$60 million to the state's economy; the total impact could be \$100 million or more, when guests are taken into consideration.

The American Bowling Congress Championship Tournament, which runs through June 19, features 123 days of competition. More than 10,000 teams are competing in two divisions: classified (180 average or lower) and regular, says tournament director Hal Kaminski. Each team plays nine games; entry fees are pooled and awarded to winning teams at the end of the tournament.

The event will also feature Special Olympics, a youth competition, and convention week, which draws 1,300 delegates of the Congress. In the last week of the event, professional bowlers will compete in a Master's Tournament televised on ESPN.

This year's tournament will be the largest in the event's history, with exception of the years it was held in Reno, Nev. "Because most of our members are from the Midwest, they're excited to see the sites and scenery here," says Kaminski. The tournament was most recently held in Syracuse, N.Y.

Albuquerque bid on the event in 1993, and surveyors visited Downtown to make sure hotels and the Convention Center could handle such a large crowd. Early this year, the American Bowling Congress began construction on a 60-lane bowling alley in the East Hall of the Convention Center. Twenty-five local contractors were hired for the job, and Kaminski says the tournament will employ more than 100 local workers over the course of the event. "Only 35 percent of tournament staff are people who travel with us," he says.

Downtown hotels will benefit, too — attendees are booking at 20 area hotels through American World Travel.

# b|o|w

More than 50,000 bowlers are descending on Albuquerque for an annual tournament — with unusually heavy luggage in tow.

The 960 bowlers crossing through the Sunport each day are bringing an estimated 36,000 pounds of bowling balls, says Tania



**The American Bowling Congress**  
is open to the public 7 a.m. to 2 a.m.  
Ticket prices for the Master's Tour

*For more information, see t  
Web site at ww*

# i | n | g

## ALBUQUERQUE A POPULAR CONVENTION SPOT

The American Bowling Congress isn't the only large group to descend on the Duke City this year. Forty-three conferences — sponsored by organizations ranging from American Youth Soccer to the Department of Labor — will bring an estimated \$76 million to the city's economy.



*Conventioners say Albuquerque has the four "As".*

There's no question why Albuquerque is successful in attracting such groups, says Ed Pulsifer, vice president of Sales and Marketing at the Albuquerque Convention and Visitors Bureau. "It's what we call the four 'As': accessibility, affordability, arts and attractions." The city recently was rated as the most affordable of 20 Southwestern cities, and the easy commute between attractions appeals to business travelers.

Climate also plays a role. "We're one of few cities to offer comfortable temperatures year-round," says Pulsifer. "Where else can a visitor ski and play golf in the same day?"

With these benefits in mind, the bureau is working to bring Albuquerque to conference planners' attention. Recently Pulsifer's staff headed a familiarization trip in which 30 organization representatives toured city hotels, entertainment venues and attractions.

Local residents are often the best at selling the city to outside groups. That's why Pulsifer, Mayor Jim Baca and Aviation Director Jay Czar recently spoke at Sandia National Laboratories, encouraging employees to "Team Up for Tourism."

"Many scientists belong to national organizations and attend their conferences year after year," says Pulsifer. "They may not realize the process and benefits involved in bringing those conferences here."

The mayor and aviation director have given a boost to city conventions by helping secure direct flights at the Sunport.

Even the Sunport's atmosphere is a benefit, says Pulsifer. "Some airports have no personality — that's not the case here. The minute they get off the plane, our conference attendees are greeted with good food and shopping, often mariachi music. And there's a banner or electronic sign welcoming them to Albuquerque.

"That's an impression they'll carry with them."

For a city of its size, Albuquerque has superb air service, which aids the economic development effort. However, there are weak spots the city is trying to strengthen.

For example, Sunport and city officials actively work with airlines and companies to seek better service to the Bay Area of California, specifically to San Jose – Silicon Valley and the hub of the "New Economy."

"We're working now to get better service to that area from Albuquerque," the mayor says. "Progress is sometimes slow, but we're confident we'll be able to secure better service to San Jose."

One factor slowing expanded air service across the country is the shortage of passenger jets and crews to fly them. Airlines have said they would like to expand Albuquerque service but are limited by plane and crew availability. That situation ideally will ease over the next few years.

One recent success in increasing air service is non-stop service to Newark, N.J., giving Albuquerque direct access to the New York market. Continental Airlines recently instituted the service, but only one day a week. As more planes and crew are available, the airline likely will make the service more frequent.

Jay Czar, the city's Director of Aviation, says getting nonstop service to the Washington, D.C., area also is a goal. "With the national labs and so many other federal installations here, we believe we have the traffic to support flights to Washington," he says.

On other fronts, the city has been working hard for years to secure service to Mexico. "I really want this to be an international airport," Baca says.

To accomplish that, the city is working to develop traffic, then convince airlines it's in their best interest to offer service between Albuquerque and cities in Mexico.

The best-known effort is marketing New Mexico's ski areas to Mexicans. Although Mother Nature hasn't cooperated with great snow conditions the last couple years, this effort is bearing fruit, the mayor says.

"We've done lots of familiarization tours for Mexican travel agents and such, and we have an active presence at travel fairs and

events in Mexico," Baca says. "We work closely with the state and with ski-industry officials in these endeavors. If nothing else, the sense of cooperation the ski marketing has fostered will serve all of us well in the future."



Mayor Jim Baca

Recently, Baca and other mayors were successful in convincing a Continental Airlines official that the Sunport is a viable destination for skiers and others out of Continental's Houston hub, which has flights to many Mexican cities.



FOR A CITY OF ITS SIZE, ALBUQUERQUE  
HAS SUPERB AIR SERVICE, WHICH AIDS  
THE ECONOMIC DEVELOPMENT EFFORT,  
SAYS ALBUQUERQUE MAYOR JIM BACA.

This effort led to Continental cutting its price by more than \$100 for tickets from Mexico to Albuquerque. "It used to be that it was cheaper for skiers to fly to Denver than to Albuquerque. We're on a more level footing now," Baca says.

Another recent economic development effort promotes New Mexico as a destination for Mexicans seeking services such as advanced medical care. For example, the city will help tout such local institutions as Lovelace's Cosmetic Surgery Center and the New Mexico Heart Hospital to well-heeled Mexicans.

"Our state has so much to offer in medical services," the mayor says. "For example, a patient could have cosmetic surgery here in Albuquerque, then spend time recuperating in beautiful northern New Mexico while still staying

close to their doctors for follow-ups."

Success in these endeavors would mean better utilization of both medical and tourism resources, which improves the local economy.

The mayor and city Economic Development and Aviation Departments were intimately involved in the recent effort to lure Eclipse Aviation Corp. to Albuquerque. The startup manufacturer will initially lease space at the Sunport, then develop a manufacturing facility at Double Eagle II airport on the West Side.

The company plans to design and manufacture corporate jets for sale at \$775,000, far less than competitors. The company plans to deliver its first plane in 2003.

"This was a real coup for us," the mayor says. "Eclipse could create as many as 2,000 high-wage jobs by 2007." ■

# SOUTHWEST CELEBRATES 20 YEARS AT ABQ



**For 20 years, Southwest Airlines has served as a key player in Albuquerque's economic growth.**

The airline's flights to and from the Sunport have grown astronomically — from four daily in 1980 to 60 flights today. Southwest averaged 49 percent of the local market share in 1999, and had a \$47 million economic impact in Albuquerque.

There's no question, then, why Mayor Jim Baca and other prominent civic leaders were on hand for Southwest's 20th anniversary celebration in April. "Southwest Airlines has always been a good corporate citizen — both through providing hundreds of jobs and supporting charities across the state," says Baca.

Indeed, Southwest employs more than 800 people in Albuquerque — 578 of those at its reservations center, says area marketing manager Terry Eisenbart.

The celebration, she says, both honored employees and raised nostalgia for years past. Employees decorated the terminal, donned old uniforms and enjoyed music provided by the Southwest Swing Choir. Four pastry chefs competed in a cake bake-off; Baca and Aviation Director Jay Czar took on the tough job of judging the entries.

Southwest serves 56 cities in 29 states, with 19 non-stop routes. That lineup will be even more impressive in May, when the airline begins non-stop service to Albany.

"We're proud of our record for low fares, outstanding customer service and on-time flights in Albuquerque," says Eisenbart. "And we look forward to further expanding our service at the Sunport."

## AVIATION 'BASH' BENEFITS SCHOLARSHIP FUND

The annual New Mexico Pilot Bash not only brings the state's aviation community together, but also raises funds for youth scholarships. This year's bash will be held June 10, 5:30 - 11 p.m., at Coronado Airport.

The event is open to anyone associated with general, commercial or military aviation; aviation IDs will be checked at the gate. Entertainment will be provided by the Dukes of Albuquerque, and the New Mexico Aviation Division will be on hand to discuss aviation issues.

For the third year, all proceeds from the Pilot Bash will go to the Jim and Roz Kinlen Memorial Scholarship Fund, designed to further youth aviation education. The Scholarship program honors the Pilot Bash's founders, who passed away in 1997.

Six young people were presented with \$500 Scholarships following the 1999 Pilot Bash.

- Matthew Edwards, 19, of Los Lunas applied his award toward obtaining an instrument rating.
- Dan Watson, 17, of Clovis also used his award for flight training.

Second-time scholarship winners were:

- Aaron Brow, 21, a UNM student who used his award for flight training.
- Derek Grimes, 19, of Hurley, an aviation maintenance student at Cochise College in Douglas, Ariz.
- Cory Scott, 19, of Hobbs, who is pursuing a degree in aviation at the University of Southeastern Oklahoma.
- Alexandra Vivier, 18, of Albuquerque, a student at Embry-Riddle Aeronautical University in Prescott, Ariz.

*Contributions to the Scholarship Fund are being accepted by the New Mexico Pilot Bash Scholarship Committee, 12009 Donna Court NE, Albuquerque, N.M. 87112. A raffle at the Pilot Bash also will benefit the Scholarship Fund. Scholarship application forms are available from Vicki Husbands, P.O. Box 328, Bosque, N.M. 87006.*

SUNPORT PASSENGER TOTALS: JAN, FEB, MARCH 2000



## January

2 0 0 0	
Passenger total	409,913
Southwest Airlines	208,588
American	34,424
Delta	34,054
United	31,243
America West	29,547
Continental	22,865
TWA	20,352
Mesa	10,681
Northwest	8,653
Frontier	4,518
Skywest	4,220
Rio Grande Air	768
1 9 9 9	
Passenger total	436,513

## February

2 0 0 0	
Passenger total	436,192
Southwest Airlines	221,182
Delta	38,108
American	36,635
United	33,634
America West	30,341
TWA	20,969
Continental	24,215
Mesa	10,919
Northwest	10,218
Frontier	4,984
Sky West	4,472
Rio Grande Air	815
1 9 9 9	
Passenger total	422,728

## March

2 0 0 0	
Passenger total	549,426
Southwest Airlines	267,288
Delta	52,860
American	45,422
United	42,787
America West	37,450
TWA	31,927
Continental	31,470
Northwest	15,010
Mesa	12,721
Frontier	6,257
Sky West	5,430
Rio Grande Air	804
1 9 9 9	
Passenger total:	526,610

### TOTAL PASSENGERS YTD

2000 1,395,531

1999 1,385,851

Percentage change over previous year .70%

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#### THE NEW SUNPORT NEWSLETTER

SUNPORT PUBLIC INFORMATION OFFICER: MAGGIE SANTIAGO  
DESIGN AND WRITING: SIGNAL CREATIVE  
PREPRESS: SIGNAL PREPRESS

web site: [www.cabq.gov/airport](http://www.cabq.gov/airport)